HOW THE WIC PROGRAM Supports Breastfeeding

WHY IT'S IMPORTANT TO SUPPORT BREASTFEEDING

BREASTFEEDING BENEFITS:

**Mothers**
- May reduce risks, such as:
  - Breast cancer
  - Ovarian cancer
  - Type 2 diabetes
  - Postpartum depression

**Babies**
- May reduce risks, such as:
  - Obesity
  - Lower respiratory infections
  - Type 2 diabetes
  - Asthma
  - SIDS (sudden infant death syndrome)

**Society**
- "90% of women breastfed exclusively for 6 months, it could result in nearly $13 Billion saved in the U.S. each year, 1,000 infant deaths prevented each year."

CDC 2011 BREASTFEEDING REPORT CARD

- 79% of U.S. mothers initiated breastfeeding
- 49% of U.S. mothers still breastfed at 6 months

HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

- Breastfeeding Peer Counselors
- Lactation Consultants
- Classes & Support Groups
- Educational Materials
- Hotlines for Questions

BREASTFEEDING INITIATIVES

**2004**
- Past WIC participants support women learning to breastfeed with launch of Breastfeeding Peer Counselor initiative.

**2009**
- Mothers who are exclusively breastfeeding get more healthy food with introduction of enhanced WIC food package.

**2011**
- Institute of Medicine holds workshop update "Loving Support" campaign to reflect changes in today's millennium moms.

% WIC INFANTS BREASTFED*

*Percentages of WIC aged 0-12 months who were currently breastfeeding or breastfed at some time, 1998-2014.

SOURCES
- http://www.wic.nationalhealth.org/breastfeeding/why-breastfeeding-is-important

SUPPORT WIC AT NWICA.ORG

National WIC Association